



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In RE ~~RE~~ Application of : Andrew A. Dahl

U.S. Serial No. : 09/976,683

Filed On : October 11, 2001

For : LARGE SCALE ELECTRONIC DISPLAY COMBINED  
WITH AN INTERACTIVE TERMINAL

Examiner : D. Lewis

Art Unit : 2673

Attorney Docket No. : DAW-119

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## Technology Center 2600

**APPELLANT'S BRIEF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

## REAL PARTY OF INTEREST

Applicant is the real party in interest.

## RELATED APPEALS AND INFERENCES

None.

06/18/2004 JADDO1 00000096 09976683

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## STATUS OF CLAIMS

Claims 1-14 were originally filed. Claims 1-13 remain, claim 14 having been abandoned. Claims 1-13 all stand as rejected under 35 USC 103(a) and all are here appealed.

Void date: 06/10/2004 JARDEN

06/18/2004 JADON 00000092 09926683

81/56-2401 101001 00000039 00021165 00-OP

01-5542401.

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## STATUS OF AMENDMENTS

No Amendments after final rejection have been filed.

## SUMMARY OF THE INVENTION

The present invention concerns a large scale electronic display combined with an interactive terminal for use in airports, building entrances, etc.

A large size (on the order of 42 inches diagonal or larger) upright screen 12 mounted in a booth or kiosk 10. A pair of chromogenic privacy panels 14 which are normally transparent are arranged on either side of a lower section of the screen 12. An interactive terminal-computer 18 is located between the privacy screen 14. (Page 4, lines 7-15, Figure 1).

A full screen video display signal is sent to the display 12 by the terminal-computer 18 which may comprise a full motion video or changing still images. The full screen image is viewable through the privacy screens 14 which are normally transparent (Page 5, lines 5-11).

When a motion proximity detector 26 (Figure 2) detects the approach of passerby, the terminal-computer 18 causes a message to be displayed inviting interactive use. (Page 5, lines 12-15).

When a passerby steps up to the terminal-computer 18 and interacts therewith as by pressing on a keyboard 28 (Figure 2) or contacting a mouse or touch pad 30 (Figure 2) or touching the display 12 when equipped with a touch screen 22, images are different from the full display displayed on the lower section 32 of the screen 20. (Page 5, lines 19-22).

The terminal-computer 18 at this time applies a control signal to the chromogenic

privacy screens 14 causing them to become opaque. (Page 6, lines 1-4)

A separate image can be displayed at this time on the upper section of the display 12. (Page 6, lines 5-6).

Transactions and data transfers may be executed via an internet connection 34 (Figure 2), using the touch screen 22, keyboard 28, or mouse pad 30. (Page 6, lines 19-20, page 7, line 24).

The display images can be updated or changed from a remote location (Page 6, line 21).

### ISSUES

1. Are claims 1, 2, 4-7 and 9 unpatentable under 35 USC 103(a) over White et al. (U.S. 6,543,684)?
2. Are claims 8, 10, 11 and 13 unpatentable under 35 USC 103(a) over White et al. in view of Rantz (U.S. 6,536,658)?
3. Are claims 3 and 12 unpatentable over White et al. in view of Rantz and Byker et al. (U.S. 6,239,898)?

### GROUPING OF CLAIMS

The claims grouped as in the rejections stand or fall together.

### ARGUMENT

Issue 1

The Examiner relies solely on White et al. in rejecting claims 1, 2, 4-7 and 9 under 35 USC 103(a). White et al. describes a kiosk mounted terminal having a display 44 which is subdivided into discrete areas which each display different images, including an upper internet area 76, which displays web pages, advertisements, and other images incidental to use of the web browser.

A smaller area 78 can also display advertisements which may be generated from the memory of the device.

Other display areas are used for specialized purposes, including a video keyboard in a pin area 84 which may have a privacy shield.

Claim 1 distinguishes on several grounds.

Firstly, the total screen size of White et al. is not of a poster size, i.e., on the order of 42 inches diagonally as recited in claim 1. There is no purpose suggested of a large scale display in White et al. Figure 6 shows a keypad and a person's finger. By extrapolation, the size of the screen would be that of a large PC monitor, i.e., 17 inches or so. It is noted that the separate ad areas 76, 78 each occupy only a fraction of the screen area, which would reduce the ad size to only 10" or so at most. Thus, clearly White et al. does not contemplate images viewable at a distance, i.e., to passersby.

Secondly, there is no suggestion that the entire screen area have a single image displayed in one mode of operation. Each area is described in White et al. as remaining dedicated to a certain type of image.

Claim 1 specifies that in one mode a display image occupies the entire area of the electronic display; and alternatively in another mode display images are confined to a lower

section. Thus, the structure of claim 1 is not suggested by White et al.

### Issue 2

The Examiner additionally relies on Rantze U.S. 6,536,658 in rejecting claims 8, 10, 11, 13 to provide a teaching of a motion detector not to cause the switch in the display modes.

However, there is no suggestion in White et al. that mere proximity of a person should cause any change in the display mode within the screen areas.

While Rantz contemplates some change in mode, there is no suggestion of a change in the display in different areas of a screen.

Thus, the combination of a change in the images displayed in a display area in response to detection of the proximity of a person is not suggested by the combination of these patents.

### Issue 3

In rejecting claims 3 and 12, the Examiner additionally relies on Byker et al. for a teaching of an electrochromic panel per se which controllably changes from transparent to opaque. However, White et al. provides screens only for the image of a key pad area 86, which always displays an image of a key pad.

There would thus never be a need for transparent panels to aid in viewing the image in that area. Accordingly, there is no suggestion to make the panels of White et al. so changeable.

CONCLUSION

It is respectfully urged that claims 1-13 all contain significant differences from the prior art which are not suggested nor implicit from the prior art patents cited, and the rejections thereof under 35 USC 103(a) should be reversed.

Respectfully submitted,

Date: June 14, 2004

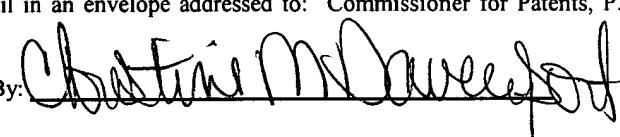
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By: 

CLAIMS ON APPEAL

1. The combination of a display with an interactive terminal comprising:  
a large area electronic display able to exhibit large scale images poster sized  
viewable at substantial distances by passers by, on the order of 42 inches diagonal or larger, said  
display mounted on a base;

an interactive terminal computer having at least one peripheral device enabling  
interactive access to store data in said interactive terminal computer;

such display connected to said computer which generates signals normally  
producing a display image occupying the complete area of said electronic display in one mode,  
and alternatively in another mode, generating display images confined to a lower section of said  
electronic display;

said interactive terminal computer having at least one peripheral connected thereto  
enabling interactive use by reference to said display image confined to said lower section of said  
electronic display.

2. The combination according to claim 1 further including a pair of screen  
panels, each mounted on a respective side of said lower section of said electronic display.

3. The combination according to claim 2 wherein said screen panels are  
electronically changeable from a transparent to an opaque state, said panels electronically  
controlled by said computer to be opaque during use of said interactive terminal computer.

4. The combination according to claim 1 wherein said electronic display is capable of a touch screen function, to at least partially enable control of said interactive terminal computer.

5. The combination according to claim 4, further including a keyboard for control of said interactive terminal computer.

6. The combination according to claim 1 further including an internet connection to said interactive terminal computer.

7. The combination according to claim 6 wherein video signals for exhibiting said one mode display images on said complete area of said electronic display are loadable into said computer via said internet connection.

8. The combination according to claim 1 further including a motion-proximity detector generating a signal upon approach of a passerby to a predetermined closeness, said computer responsive thereto to switch between said modes of display to modify a display image normally exhibited by said electronic display.

9. The combination according to claim 1 wherein said electronic display is switched from said one mode to said other mode upon initial use of an interactive terminal computer peripheral device.

10. The combination according to claim 8 wherein said normal display is resumed upon retreat of any passerby away from said kiosk.

11. A method of using an electronic display both as an electronic billboard and as a display for an interactive terminal comprising the steps of;  
exhibiting a large scale image on a large area electronic display;  
coupling an interactive terminal computer to said electronic display; and  
switching to a reduced area display exhibited by a portion of the area of said electronic display in response to the approach of a passerby to the vicinity of said interactive terminal computer, said reduced area displays generated by said interactive terminal computer.

12. The method according to claim 11 further including the step of activating chromogenic privacy panels arranged on either side of said reduced area display to create a privacy space adjacent said portion of said electronic display.

13. The method according to claim 11 further including the step of periodically changing said large scale display image from video data transmitted via an internet connection.